

**GOVERNMENT OF INDIA  
COMMUNICATIONS  
LOK SABHA**

STARRED QUESTION NO:52  
ANSWERED ON:20.07.2016  
Advertisement through Mobile  
Kataria Shri Rattan Lal

**Will the Minister of COMMUNICATIONS be pleased to state:**

- (a) whether marketing and advertising through mobile SMS and calls have been growing fast and India has been ranked third in spending on mobile advertisement;
- (b) if so, the details thereof and the manner in which the mobile market has taken such a big leap;
- (c) whether any assessment made with respect to consumers using smart phones in India by the year 2020 and if so, the details thereof; and
- (d) whether India has formulated an ambitious scheme of connecting 90% population of the country with broadband network by the year 2021 if so, the follow-up action taken thereof ?

**Answer**

THE MINISTER OF STATE (IC) OF THE MINISTRY OF COMMUNICATIONS &  
MINISTER OF STATE IN THE MINISTRY OF RAILWAYS  
(SHRI MANOJ SINHA)

(a) to (d) A Statement is laid on the Table of the House.

STATEMENT TO BE LAID ON THE TABLE OF THE LOK SABHA IN RESPECT OF PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 52 FOR 20th JULY, 2016 REGARDING "ADVERTISEMENT THROUGH MOBILE".

(a) & (b) The Government has not carried out any study regarding growth of marketing and advertising through mobile SMS and calls. However, as per the study carried out by a private agency namely KPMG(Klynveld Peat Marwick Goerdeler) titled KPMG- FICCI Indian Media and Entertainment Industry Report 2016, March 2016, as downloaded from the web on 16th July, 2016, the mobile advertising spend in India is around Rs. 1620 Crores in 2016 and is estimated to reach around Rs. 10210 crores by 2020. This includes spends through mobile SMS, calls and mobile internet.

(c) Government has not made any assessment with respect to consumers using smart phones. However, as per the report of a private agency namely CISCO, as downloaded from the web on 16th July, 2016, the smart phones in India were 23.9 crores in number in 2015. By 2020, the number of smart phones in India is expected to reach 70.2 crores.

(d) National Optical Fibre Network (NOFN) project, renamed as BharatNet, is planned to establish a network infrastructure by connecting all Gram Panchayats (approx. 2.5 lakh) in the country through Optical Fibre Cable (OFC) by using an optimal mix of underground fibre, fibre over power lines, radio and satellite media, for providing broadband connectivity by all categories of service providers on non-discriminatory basis.

The project is planned to be implemented in three phases. Under first phase of the project, 1 lakh Gram Panchayats (GPs) are to be connected by laying underground OFC by March 2017 while under second phase, connectivity will be provided to remaining 1.5 lakh GPs in the country using an optimal mix of underground fibre, fibre over power lines, radio and satellite media, by December, 2018. Third phase will cover fibre between districts and blocks with underground OFC in ring architecture for a state-of-the-art, future-proof network for 5G services and Internet of Things (IoT) era. Phase III is targeted to be completed by 2023.

As on 09.07.2016, Optical Fibre Cable (OFC) has been laid to 54,023 Gram Panchayats (GPs) with a total length of 1,25,642 Km. Out of these, 7312 GPs have been provided with broadband connectivity.